

Christopher Simpson: The Science of Coercion and Psychological Warfare (KPFK, 1994)

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Program Title: Christopher Simpson : Science Of Coercion

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Description: Christopher Simpson : Science Of Coercion / interviewed by Dennis Bernstein and Greg Satkamp.

SERIES: Flashpoint - Christopher Simpson, author of Blow Back, Splendid Blond Beast, and Science of Coercion, discusses his recent book about the communications research and psychological warfare following World War II.

BROADCAST: KPFK, 4 Aug. 1994.

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Christopher Simpson author of science of coercion thank you for joining us hello in your book you describe the influences on communications studies or communications research what are the practical definitions of these terms well these are programs that train people who might be called the ideological workers of u.s. society people they train journalists they train public opinion specialists public you know public relations types advertising and so on there's a body of scientific or somewhat scientific techniques that ideological workers use and and communication research is what it's called within the university did you give a bit more of a definition of what an ideological worker is well I'm not using the determined some great scientific sense I simply mean a person whose job it is articulating and influencing ideology in his or her society and in our present conversation we're talking mainly about the United States journalist TV journalist the columnist on the op-ed page of the papers one can speak more broadly and and draw in you know politicians and ministers and so on but I'm looking mainly at mass media type people and you also talk about the various ways that the United States government itself has affected the way these fields of study have progressed tell us about some of the government-sponsored communications programs or projects right well what the book does is it goes I went through classified records that I got from the

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classified records that I got from the National Archives and and through the Freedom of Information Act and documented how government intelligence and military agencies had basically Bank the creation of this particular field of sociology and and helped it get set up with think tanks and specialists research institutions and so on and examples of this included like for there was a very interesting example in the mid-1950s where the Air Force bankrolled a program to drop leaflets on remote American communities and the leaflets said this could have been a bomb the Soviet Union may might be attacking your neighborhood with atomic weapons and the the function of this test was on its surface anyway was to study the dispersion of messages

in a population right I mean if a message comes out like say an advertisement or a political message whatever it is how does that get spread through a population let me just you know point out that in your book you have a sort of a likeness of that which was dropped I guess it's a just a miniaturization of that flyer that was dropped it goes and this could have been a bomb invasion by air as possible early detection of approaching aircraft is our only defense then you have its bottom contact your filter center today and learn how you can help this program what what is this just a maca was there actually a place that people can be in contact they could actually contact it this was part of the civil defense effort of the 1950s it was underwritten this particular project was underwritten mainly by the Air Force now so as I was

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mainly by the Air Force now so as I was saying a moment ago the the the first layer of this is the scientific or the pseudo scientific effort to learn how messages travel through a population okay then the next layer is also very interesting the time at which these leaflets were dropped was the height of the so-called bomber gap scare and those of your listeners who attract cold war stuff and/or you know remember the bomber gap in the 1950s this was a big o publicity blip the publicity crisis really where the airforce convinced put out a lot of publicity to the effect that the Russians had bombers and they were gonna you know outstrip our military capability and the only solution to this problem was to spend billions of dollars on designing new bombers and new atomic weapons and so forth and so on and looking back today even you know very moderate historians agree that the bomber cap was manufactured it was it was a made-up thing to to Goose the airforce budget you know the Air Force was worried it was going to lose funding so it came up with this bomber cap alright well here you have a propaganda program essentially dropping tens of millions of leaflets all over the Pacific Northwest saying this could have been a bomb and list now be part of the fight against the Soviet bombers blowing up your family now what sort of effect do you think of that had on the public debate over whether or not there was a bomber gap and this is particularly at a time by the way with the actual

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time by the way with the actual statistics about the bombers and you know whether what the Soviets were developing or not developing and so forth this was all classified and so it you know when people would say what are what's what's the true story about the bomber gap the Air Force would say well you just have to trust us on this one the point being is that most of these programs that that were intended to explore concepts of how do you manipulate people through the media they both had that had sort of a scientific aspect to him and they had a publicity aspect to them where they would try to promote a particular point of view about America the world about how the world works before we are speaking with Christopher Simpson is the author most recently of science of coercion communication research and psychological warfare 1945 to 1960 a compelling book christopher simpson is he is nothing less than dynamite dynamite his earlier books splendid blonde beast came out last year terrific book and you some of you may know blowback about tracking the Nazis Nazis in the United States the way US government hire the Nazis brought him into this country Christopher Simpson let's talk about one of the fundamental architects of this program that you're outlining that you talk about in your book Wilbur Schramm tell us about Wilbur Schramm his politics his association with the US government his influence on communications what did he do that made him so influential right right well the first thing to understand in looking at Wilbur Schramm is that you know as one

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Wilbur Schramm is that you know as one person he's just one person like everybody else in a certain sense he's not like you know so much smarter than everyone else what he is the the the reason I explained his career in the book is that he's a case study of how ideology works in the universities and how almost without noticing it the university's first of all for their professors and students propagate particular ideas and worldviews methods of approaching the world okay that's number one then the interesting thing that follows is this is that the next generation accept those preconceptions as though they were facts and then builds upon that a new layer of preconceptions and so on through the generations until such time as the

preconceptions you know to look at it from the outside if you don't make a systematic study of it well that looks like it's really true you know it looks like it's really fact somebody says now I'll give you an example how widespread do you think it is the the attitude that people in third world countries are violent and brutal and not not very well informed savage ignorant right exactly right this is extremely widespread point of view it's based upon ignorance but it's ignorant that has been manufactured it's ignorant that has grown up over the years largely for political and economic reasons and I'll show you I'll give an example of how this part of how this happened coming

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this part of how this happened coming out of World War two psychological warfare was the sort of big hot thing for the US government you know how the government goes through fads and there's you know SDI was the big hot thing in the Reagan administration well psychological warfare was a big thing in the Truman administration and the idea was that by using by cleverly using mass media and dirty tricks and so forth the US government could extend its influence and also establish a stability of sorts around the world much more broadly than it could do if all it had to rely on were soldiers and guns follow me by convincing people the that the the us approach was the right approach well then you wouldn't need soldiers to go in and force them to accept the u.s. approach all right those programs were called psychological warfare right very it's almost a naive presentation you know it's rather straightforward as to what the government had in mind now going into the early nineteen fifties they discovered that oops calling it psychological warfare was kind of kind of productive because people in foreign countries would look at its wall I don't want people to psychologically make war on me so you know so so that when the US was talking about its psychological warfare programs it was actually undermining its own program one of these guys who was very much involved in these efforts was Leo Bogart who's still around he's still writing and wrote in a report to the u.s. Information Agency well talking about psychological warfare in public it's a little bit like talking

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in public it's a little bit like talking about the techniques for seducing a woman in front of the woman that you have just seduced now you know the sexist undertone there is obvious but you get the point is is that talking about it undermines so what happened well the rhetoric change without changing the essence of what was going on the books that were in say 1950 about psychological warfare began to be called books about international communication and that the name psychological warfare which at least had the virtue of being honest and straightforward that was dumped the name propaganda that was dumped but now it became international communication and international communications that was obviously of great interest to us national security agencies you write in your book about Wilbur Schramm who you've been just talking a little bit about you write some important SRAM writings from the 1950s concerning communication remain inaccessible today because they were prepared in connection with CIA and military sponsored psychological warfare projects and that the government insists must remain secret more than 30 years later what is so dangerous what do they need to keep secret well I think in the particular case of the SRAM studies that's mainly BS and that it's it's more sort of a knee-jerk secrecy I don't from what I've been able to determine and I've looked at trans career very closely there isn't like some key to a code that's out there in a government file what what this is about is ideology what this is about is how the state and the cultural apparatus

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how the state and the cultural apparatus in general manufacture preconception now you know I was talking about international communication just a moment ago if you go to any major university in the United States UC Berkeley for example has a large program Stanford just on the peninsula there has a large program that's where SRAM ended up by the way is that Stanford you you're not gonna find courses or you can't get a degree anymore in propaganda right I mean that would be embarrassing but you can bet that you'll get a degree in international communication the techniques that you learn the texts that you read the professors that you hear for the most part are saying very much the same sorts of things that used to be taught as

propaganda and psychological warfare but now they have a new name and the new name conceals or tends to conceal the actual ideological underpinnings of the activity because it's not I mean everybody knows that propaganda is kind of stinky right I mean that's that's that's ones first response but international communication well--that's phone sophisticated that sounds like it might even be a good idea I mean heaven knows we need international communication the world would be a better place we had better international communication but so you get the point is is that here you have government financed programs that are are explicitly intelligence and propaganda programs and why are they explicit well otherwise they can't get it through the Congress you know Congress is very suspicious of how the government spends its money so you know the USIA puts the US information agency puts forward a plan this this and this

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puts forward a plan this this and this are the things we need to study in order to more effectively manipulate people abroad same deal with the CIA although obviously there's much more classification that money gets spent establishing think tanks and university programs and underwriting professors salaries that are identified in some detail in the book those people write books that explain ideas about communication and those ideas in turn become the beginning of preconceptions about how communication works now Schramm finally come around to the answer your question of about five minutes ago Schramm more than probably any other person articulated these preconceptions he was very good at sort of putting them down on a page and and laying them out and some of them will be familiar to your readers or to your listeners rather you know I'm sure you've heard many times about well you you have authoritarian governments that's like Pinochet or Marcos or or you know name the dictator and then you have totalitarian governments which is like the Soviet Union supposedly or or Eastern Europe or Czechoslovakia and the totalitarian governments are supposed to be so much worse than the authoritarian ones that it's worth risking nuclear war or conducting nuclear war to fight them well that distinction between totalitarian and authoritarian is most political scientists will tell you if they thought about it it's manufactured it's bogus love that didn't she oh yeah that Jeanne Kirkpatrick build a career on propagating that idea what the idea

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propagating that idea what the idea lacks in factuality it more than makes up in its political usefulness it's a very politically useful idea at least in the United States and so Wilbur Schramm would be the Georgia of Kennin of the communications field I suppose if you've just joined us we are speaking with Christopher Simpson the author of science of coercion communication research in psychological warfare 1945 to 1960 an exceptional small book - it's an easy read but really quite a remarkable piece of work Christopher Simpson but what you're describing is it sounds to me as if it's government-sponsored undermining of the open society and also a very sophisticated government-sponsored mind control game being directed at this ultimately at the citizens of the United States but what are the practical effects of such government influence on the way journalists or others in communications do their work right well a couple different practical effects one is in the training process what is taken to be truth about communication about people and so on and the most basic thing is that it is taken to be truth the communication consists of some power at the center broadcasting out and telling other people what to do and that power the center could be like a newspaper like the Washington Post could be a radio station television station whatever all these have this very similar design into their communication pattern you have a central broadcasting point that propagates what its view of the world is now that is a very basic attitude about communication

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very basic attitude about communication and it's not that the that that presentation is untrue what the problem with that is is it takes all communication of any sort and reduces it to that form or that type or that particular little narrow slice of communication that is most useful to big business and to the state if you think back what is communication where does this word come from well it's a simpler word to community or commune or communion so forth all of these concepts and this is like rooted in in the English language talk

about a two-way process a consensual process a process that involves listening as well as speaking that communal aspect of communication has been gutted to the point that it's virtually non-existent in modern society and what is substituted for it is a particular type of commercial relations in which advertising and mass-produced goods substitute themselves for human relationship you know and and if I was if I was as good a author as as you were kind enough to say I would be able to find some method - right now in our discussion have a more two-way discussion with your audience right now Pacifica Radio does a pretty

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right now Pacifica Radio does a pretty good job of involving the community and allowing people on the air and and so forth and so on certainly much better than the network's do but still this problem seems to be built into modern communication forms and we are speaking with signs of coercion speaking of modern communication science of coercion communication research and psychological warfare in 1945 to 1960 we are speaking with Christopher Simpson and just stay on this subject for a moment more I'm really now curious to know given this kind of policy this kind of government-sponsored program it would seem to me that they would spend a lot of time attempting to directly infiltrate the media if you will create exemplary figures at the New York Times The Washington Post ABC of people who can set the tone who can make sure that this kind of pro-us journalism exists yes that's true and that certainly took place the the you can look at the history of CBS for example during particularly the 1950s where a lot of the records are now open and and you can see there was a very systematic effort to place people with an intelligence background in the mass media to to cultivate particular sources and so on I went to a a talk by Seymour Hersh not long ago Seymour Hersh is a well-known and very talented investigative reporter anyway he was talking about his experience at the New York Times where during the early seventies Hirsch wrote for the foreign desk and how the office wasn't

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foreign desk and how the office wasn't all that big and he was across the desk from a man who was at that stage the The Times chief diplomatic correspondent and every day at four o'clock the phone would ring and who would be on the line but Henry Kissinger and they would sit down and literally talk through the foreign policy developments of the day so that the Times would have it's an appropriate pin on the news Ted Koppel says his idol is Henry Kissinger and if you look at the fair study Henry Kissinger I think was the most welcomed most frequent guest on Nightline right right well there's another level to this particular story is that there was some crisis in the early 70s and the foreign the foreign court the chief diplomatic correspondent called up somebody else in the bureaucracy the Secretary of Defense or somebody and was telling his boss who was the next layer of editor up up the line that he had done so and this was what the Secretary of Defense that said and so on and so on and that that boss said oh my god don't tell Henry that you've done this he won't talk to us right it's because Henry you know what it would feel you know he would feel slighted in a you know some interpersonal sense by this okay so anyway yeah sure the government does cultivate the media and and very systematically in a relatively sophisticated fashion you think there is anybody now writing in the media in the press oh I don't know how in the Washington Post some have suspected Bob Woodward if you will well I don't know it see this here's the thing I don't

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it see this here's the thing I don't think that this is so simple as oh I'm speaking hypothetically now oh that the CIA meets with Bob Woodward and gives him a secret decoder ring you know and a paycheck and and then he follows orders from Langley that's not the way it works the government is much more of a tool here than a director the government is more subject to the economic forces that shapes the body then some kind of dictator or all-controlling force an example right in in this particular field the big way that these intelligence and propaganda programs influenced daily life ordinary people's lives is not through spy stuff it's through developing techniques that the commercial companies could use to monitor and to sell their services both in the US and abroad and let me let me explain for a minute what I have in mind here is that in a consumer

society how does it work or how does part of it work well part of it works like this is the mass media sells the attention of audiences to advertisers right go look at Advertising Age which is a trade publication in the advertising industry they don't talk about how much you know people like to watch 60 minutes or Ted Koppel or something like that what they talk about is if you mister advertiser at Procter & Gamble or wherever you are give us money we will deliver for you 20

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give us money we will deliver for you 20 million eyeballs that have such such economic characteristics such and such demographic racial ethnic characteristics and so on and then the advertising advertiser sits down and says okay well I want to sell automobiles I want to sell chewing gum I want to sell B or whatever it is or I want to sell a candidate and here is the audience that's best for me and so okay here's here's some money for the mass media and I thought ah that's healthy that's where the advertisers come from and that in turn is what under writes the budget of nccps local television and so forth and so on including the news budget and of course one of the largest advertisers in the United States is the United States government itself with its various programs including the advocacy of joining the military for service if you've just joined us we are speaking with Christopher Simpson he is the owner of science of Coors and communication research in psychological warfare 1945 1960 we're talking essentially about the shaping of communications including journalism in the United States Christopher Simpson I guess I want to ask you a broad question here what are the consequences of exactly this sort of thing for democracy I think it undermines democracy I think it undermines democracy in a couple different ways one is as it provides very powerful tools to forces in society that are largely anti-democratic um the intelligence agencies propaganda agencies the military big business and so on it strengthens their hands in their efforts to control the process of ideology in opinion formation in our country now their control over this process is not absolute they don't have

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process is not absolute they don't have a free ride they have to struggle they spent billions of dollars on the effort of trying to get enough people to think the way they want them to think in order to hold this leaky ship together these particular tools are powerful tools and help them to do it more than that the tool except to specialists in the field the tools are typically transparent right you watch television most the time in particularly if you watch a lot of television you don't really see gee there they're pulling my chain you know I mean it takes on a certain life of its own that appears to be reality it appears to be sensible you might like or dislike Ted Koppel or Dan Rather or any of the rest of them but they appear to be pretty reasonable guys at least in the you know in the superficial sense of length so first thing that's that's anti-democratic as it gives these forces powerful tools and the tools tend to be particularly powerful in third world countries where while people are more sophisticated about the u.s. role in the world that Americans typically are they're not necessarily as exposed to media or has you know been exposed as long to media as Americans have so these kind of tools are are very important for pushing a particular form of capitalism at home in a broad second way these tools are fundamentally antequity diversity they're fundamentally intolerant now that that's

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fundamentally intolerant now that that's a tricky question there and here's the thing I mean you know you can walk into a record store you can buy reggae music and you can buy no tie kamalii and music and so forth and so on and so so an argument could be made as well she doesn't actually encourage diversity and in a certain sense it encourages diversity it encourages diversity and somewhat the same fact that the Catholic Church can coexist a quote unquote with native religions say in Africa the church will go in there and adopt some of the pageantry some of the practices even you know try to to let people have some of the same religious practices they had prior to Christianity but that pageantry that costuming must be strictly subordinated to Catholic or Christian ideology and if it's not then frankly what the native peoples are looking at is genocide at the hands of the whole sort of power structure of Western civilization and that has happened again and again and again around the world is Western society can adopt some of the plumage of

diversity while denying its FM and and when it denies its essence it's you know we're not just talking about disagreements here we're talking about the extermination of whole peoples and whole cultures well communication research it's not alone in this process but it's a particularly effective and clever tool

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a particularly effective and clever tool for that is used by the the expansionist forces in Western culture to insinuate itself into other people's culture and other people's business and just substitute Western capitalism for lack of a better word Western commercial consumer type Society for other people's forms of society that's why I say that that fundamentally speaking this is this is anti diversity and then the last thing is is just strictly in the training of journalists you know I mean the the training of journalists teaches people without things though coming right out and think so it teaches people to stand in line to to report what the center says to bite your tongue when it's time to bite one and right now there are many issues that we can look out as we talk to you christopher Simpson in which the mainstream press is in fact biting its tongue and we can see for instance I'd like your analysis maybe you haven't followed closely I'm sure you haven't missed it totally though you can see for instance if you look at the US government and Haiti just about every aspect of what you describe is seen in Haiti as a textbook case we have a situation where a population elects a president by two-thirds more than two-thirds of the population in the first free election in the history of the country and yet in the US press president darest aid is still considered

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president darest aid is still considered on stable untrustworthy he's been it's been suggested that he's a pathological and yet here's somebody who speaks several languages has written a hundred songs plays many different instruments and is loved by his people yeah I think there's at least three different large-scale well there's more than that that three of them really jump out at me just looking at this morning's paper tell us and well the first one is the Haiti and I know that Denis you've been you know really working on that issue and looking into it in some depth and so I believe that to you to others d-daddy geez we what an avalanche of real propaganda in a sort of classical sense of that word do we have about lead a front page of USA Today this morning these men saved the world save the world and that Time magazine it's been on the front page of the Washington Post for at least a week all the prestige press all the television and then write down I'm here in Washington DC and you know like many other cities we have little neighborhood weekly papers d-day is the top story in a in a neighborhood weekly in Northwest Washington has the whole front page okay now well so what about that I mean is isn't fighting Hitler heroic I mean isn't isn't sacrificing one's life for one's country a and honorable thing to do well yes it is and the people made those sacrifices deserve respect and deserve to be honored the problem with what's going on now at

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problem with what's going on now at least this is in my personal opinion is that this particular propaganda campaign first presents a very distorted picture of what took place in world war two front page of USA Today says these men save the world okay what were us losses in World War two among its soldiers something like three hundred thousand people what were Soviet losses in World War two among its soldiers measured in the tens of millions who was it exactly that broke Hitler's back I'm not suggesting that d-day is irrelevant I'm not saying that the what the people who fought there are are bad and I'm not saying that they should be ignored because the second front the the invasion of France was important in a strictly military sense but I'm saying it's a real distortion of reality to claim that that it was the American armed forces that that that made the most difficult sacrifice in that conflict and you know that's even come up between the Americans and the British Clinton was over there he was giving his speeches as in England no he's giving his speech about how the Americans beat Hitler well the British didn't take very kindly to this because the British along with the French and the Canadians and many other people actually sacrificed considerably more than the Americans

did this is what I mean by propaganda it creates this false picture of the world in the way that particular picture plays out I mean if you look at Eastern European politics since the since world war two you know this like all these myths and powd in America oh well we we gave away Eastern Europe to Stalin you

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gave away Eastern Europe to Stalin you know we we consigned the poles to slavery it's because Franklin Roosevelt didn't have any spine and all this baloney deep that those kind of ideas only make any sense at all when they're built upon this myth that the Americans were the ones who really fought Hitler and everybody else kind of helped us which is mythological it simply isn't true all right so anyway that's the second big propaganda campaign the third big propaganda campaign is is this a showdown with North Korea that's going on let's say that every single thing that the Americans are accusing North Korea of doing is true okay maybe it's not true certainly hasn't been proved but let's say for purposes of discussion that every single thing they say is true even in that case what North Korea is doing is not substantially different from what Israel has done Taiwan Pakistan India and other countries as well why is it that you have Charles Krauthammer and all these big pundits riding quite openly on the op-ed pages of the Washington Post saying that we should go to war against Korea and yet you didn't hear anybody talking about going to war against Israel for their nuclear program what bugs me about this I'm speaking just personally now is the extent of what's really unfolding in East Asia now is a is a three or perhaps four sided nuclear arms race involving Japan which supposedly doesn't have a nuclear program nuclear weapons program but

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program nuclear weapons program but which in truth does North Korea which claims it has a nuclear weapons program but probably doesn't have much of one in reality and South Korea that's what's really going on but if we if we play this thing as oh it's these insane North Koreans they're you know just messing everything up there they're undermining stability and we should go to war to teach them a lesson you know it's just you said three countries as thing it's the fourth one China India Pakistan five and six well South Africa you know in right along what you're saying I have a question about this apocrypha I mean just the International Atomic Energy Agency or whatever it is do they come and inspect all the secret parts of the US weapons program no no what they look at is the civilian programs and that the military program in the United States is publicly declared so that there's no in a certain sense the Americans can build you know a nuclear arsenal of about 20 or 25,000 warheads and not violate the trees because they say that they're doing it do you follow me there's been no subversion from the civilian sector it's it's they're simply military production reactors but it does come back then to your analysis of setting the tone so that if the United States government builds twenty five thousand weapons that's good because it's really securing democracy in the world and if South Korea mentions a

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world and if South Korea mentions a nuclear weapon but doesn't want to talk much about it that's bad because South Korea is bad well I think North Korea in this particular yeah well I think that's true and see part of that is is itself built upon a myth right and and that has to do with the non-proliferation treaty what's the non-proliferation treaty that they keep waving at us in the newspapers well it's an agreement it comes from the 1960s in which the countries that at the time already had nuclear weapons said they started worrying that you know many other nations would get nuclear weapons reasonable concern so they went to the United Nations when they said look we'll make a deal with you if you use the non-nuclear nations do not pursue nuclear weapons programs we will we nuclear weapons States United States we will work seriously towards eliminating our nuclear arsenals we will do something about this we will create a world without nuclear weapons and then therefore you China India Pakistan you know the whole list all the way to Ghana and so on therefore you would not need nuclear weapon and so the majority of countries in the world agreed to this

program and set up a variety of inspection agencies to to help implement it well think for yourself how well has the half the nuclear weapons States done in quote-unquote eliminating nuclear weapons number one up until Gorbachev's breakthrough they not only have made no progress they're quite the opposite the

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progress they're quite the opposite the the arms race had exploded multifold even with the Gorbachev breakthrough you don't hear serious talk in the United States of eliminating the nuclear arsenal they want to cut it back perhaps not quite so expensive but as far as furious motion towards the claimed goals of the non-proliferation treaty you see very little that's the voice of Christopher Simpson the book of science of coercion communication research in psychological warfare in 1945 to 1960 put out by Oxford University Press we only have a few seconds left Christopher Simpson but I'd like you to close perhaps by a a practical lesson for our listeners and who I think are very student pay attention to the media and they're always looking for advice and better ways to understand that which they read and see in the electronic media so maybe you can just give us a 30-second primer on how you read the newspaper and look at television and sort of like how you sort of look at things and detect the psychological warfare aspects upon what you're seeing in here experiencing well that's an awful tough question especially in a 30-second time frame okay I'm not sure I would have to think about how to answer that I guess the the most straightforward answer is you have to look at this stuff critically you have to look for the subtext if you go out and pick up one

[00:48:01 \(https://www.youtube.com/watch?v=JkUADwg8QRg&t=2881s\)](https://www.youtube.com/watch?v=JkUADwg8QRg&t=2881s)

subtext if you go out and pick up one particular area of news that interests you race relations the economy the nuclear arms race it almost doesn't matter which one it is look at that in depth and really try to grasp it from the inside and when you do that you'll understand how the news becomes distorted in that particular case and then that in turn will give you kind of a telescope or a tool for looking at news presentations on other issues as well oh I thought you were gonna say go out and listen to a Pacific a radio and KPFA flash points to really get an alternative well okay fair enough fair enough i if you wanted if you wanted a plug I suppose I should have gone ahead and given you know I listened to Pacifica Radio and and I think the Pacifica Radio provides a not just a valuable but a genuinely essential made essential community service and look around is anybody else doing is anybody else doing anything remotely like what Pacifica does now Pacifica's gone a number of wards okay that's true enough but but I think that does do a very valuable job and I think deserves your support well we want to thank you for spending this time with us Christopher Simpson science of coercion once again communication is research in psychological warfare in 1945 to 1960 put out by Oxford University Press you are also the author of splendid blond beasts another great book and blowback I recommend all of them and we'll be talking to you again fine my pleasure

END